

WHAT IS CLAIMED IS:

1. A method for processing data in a community established on a website, the method comprising:

5 a) by a community visitor, accessing the community and selecting a link program prepared in the community;

 b) confirming whether the community visitor executes or terminates the link program;

 c) receiving visitor-related data related to the execution of the link

10 program when the link program is terminated; and

 d) processing and utilizing the visitor-related data in the community.

2. The method of Claim 1, further comprising:

 e) storing the processed visitor-related data in the community.

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3. The method of Claim 1, wherein the community comprises a café, homepage, blog, mini-room, or mini-homepage, which are established in web sites on the Internet.

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4. The method of Claim 1, wherein the link program is a program connected to other websites.

5. The method of Claim 1, wherein the link program is a program connected to a contents server of the website to which the community belongs.

6. The method of Claim 4 or 5, wherein the link program is a game program.

5 7. The method of Claim 6, wherein the visitor-related data are game or community use data.

10 8. The method of Claim 1, wherein the visitor-related data are at least one selected from a group consisting of item, level, score, and rank data obtained when the link program is executed and used.

9. The method of Claim 1, wherein the stored visitor-related data are updated whenever the community visitor executes and uses the link program.

15 10. The method of Claim 1, wherein the community visitor acquires events for the execution of the link program.

11. A method for processing data in a community established on a website, the method comprising:

20 a) by a community visitor, accessing the community and selecting a link program prepared in the community;
b) receiving visitor-related data related to execution of the link program;

and

- c) processing and utilizing the visitor-related data in the community;
- d) storing the processed visitor-related data in the community.

5 12. The method of Claim 11, wherein the community comprises a
café, homepage, blog, mini-room, or mini-homepage, which are established in
web sites on the Internet.

10 13. The method of Claim 11, wherein the link program is a program
connected to a contents server of the website to which the community belongs
or a program connected to other websites.

15 14. The method of Claim 13, wherein the contents server causes the
link program to be executed on a web browser of the community.

15 15. The method of Claim 13, wherein the link program is a flash game
program.

20 16. A system for processing data in a community established on a
website, comprising:

a connector for determining whether or not a community visitor is
permitted to access the community;

a controller for causing the community visitor with permission to access the community to select a link program prepared in the community and receiving visitor-related data from a website providing the link program;

5 a data processor for processing the visitor-related data such that the visitor-related data are utilized in the community; and

a data storage for storing the processed visitor-related data.

17. The system of Claim 16, wherein the controller keeps a resource occupation ratio of a system operated by the community at an appropriate level
10 such that the resource occupation ratio does not exceed a prescribed rate.

18. The system of Claim 16, wherein the link program is a program connected to a contents server of the website to which the community belongs or a program connected to other websites.

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19. The system of Claim 16, wherein the contents server causes the link program to be executed on a web browser of the community.

20. The system of Claim 16, wherein the community comprises a café, homepage, blog, mini-room, or mini-homepage, which are established in web sites on the Internet.

21. A method for processing game-linked data in a community established on a website, the method comprising:

- a) by a community visitor, accessing the community and selecting a game program prepared in the community;
- 15 b) confirming whether the community visitor executes or terminates the game program;
- c) receiving game data of the visitor obtained in connection with the execution of the game program when the game program is terminated;
- d) processing the game data of the visitor as ranking data in the community; and.
- 20 e) storing the processed ranking data in the community.

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22. A method for processing game-linked data in a community established on a website, the method comprising:
 - a) by a community visitor, accessing the community and selecting a game program prepared in the community;
 - 15 b) confirming whether the community visitor executes or terminates the game program;
 - c) receiving game data of the visitor obtained in connection with the execution of the game program when the game program is terminated;
 - d) processing the game data of the visitor as ranking data in the community;
 - 20 e) storing the processed ranking data in the community; and
 - f) updating the ranking data by repeating the steps b) to d) whenever the visitor executes and uses the game program.